

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>67534</b>
	Alt Order #:	09849675
	Product Desc:	OBAMA FOR AMERICA 60
	Estimate:	2175
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/22/12 / 10/22/12
	Order Type:	CIA - O

	<b>CBS 47</b>
Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Greer Margolis Mitchell</b>
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama/D/President
	Demographic:	A35+
	Product Codes:	Presidential Elections
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	15	\$5,660.00	\$4,811.00
10/29/12	10/29/12	4	\$1,010.00	\$858.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$5,660.00	\$4,811.00	0.00
November 2012	4	\$1,010.00	\$858.50	0.00
<b>Totals</b>	<b>19</b>	<b>\$6,670.00</b>	<b>\$5,669.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

### Order Share

CBS 47	28%	\$6,670.00
Market	100%	\$23,821.43

## Competitive Share

CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	72%	\$17,151.43
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WTEV	10/25/12	10/29/12	Action News @ 6a Action News @ 6a	CM	6:30 AM-7:00 AM	M - TF - -	1:00	2	\$80.00	P-3	0.00 NM	2	\$160.00
ACTION NEWS @ 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/25/12	10/31/12	M - TF - -		2		\$80.00		0.00				
E 2	WTEV	10/25/12	10/29/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	M - TF - -	1:00	2	\$70.00	P-3	0.00 NM	2	\$140.00
EARLY SHOW														

Order / Rev: 67534  
 Alt Order #: 09849675  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA 60  
 Estimate: 2175

CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTEV	10/25/12	10/29/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	M - TF - -	1:00	2	\$70.00	P-3	0.00	NM	2	\$140.00
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	M - TF - -		2		\$70.00		0.00					
E 3	WTEV	10/27/12	10/27/12	CBS This Morning Saturd Saturday Early Show	CM	8:00 AM-10:00 AM	- - - - - S -	1:00	1	\$80.00	P-3	0.00	NM	1	\$80.00
SATURDAY EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- - - - - S -		1		\$80.00		0.00					
E 4	WTEV	10/25/12	10/29/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM	M - TF - -	1:00	2	\$460.00	P-3	0.00	NM	2	\$920.00
ACTION NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	M - TF - -		2		\$460.00		0.00					
E 5	WTEV	10/28/12	10/28/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-10:30 AM	- - - - - S	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
CBS SUN MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- - - - - S		1		\$600.00		0.00					
E 6	WTEV	10/25/12	10/29/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	M - TF - -	1:00	2	\$400.00	P-3	0.00	NM	2	\$800.00
ACTION NEWS @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	M - TF - -		2		\$400.00		0.00					
E 7	WTEV	10/25/12	10/29/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	M - TF - -	1:00	2	\$400.00	P-3	0.00	NM	2	\$800.00
ACTION NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	M - TF - -		2		\$400.00		0.00					
E 8	WTEV	10/25/12	10/29/12	CBS Evening News CBS Evening News	CM	6:30 PM-7:00 PM	M - TF - -	1:00	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
CBS EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	M - TF - -		2		\$600.00		0.00					
E 9	WTEV	10/27/12	10/27/12	Sa Action News @ 6p Sa Action News @ 6p	CM	6:00 PM-6:30 PM	- - - - - S -	1:00	1	\$450.00	P-3	0.00	NM	1	\$450.00
ACTION NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- - - - - S -		1		\$450.00		0.00					
E 10	WTEV	10/28/12	10/28/12	Su Action News @ 630p Su Action News @ 630p	CM	6:30 PM-7:00 PM	- - - - - S	1:00	1	\$200.00	P-3	0.00	NM	1	\$200.00
ACTION NEWS @ 630P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- - - - - S		1		\$200.00		0.00					
E 11	WTEV	10/25/12	10/29/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	M - TF - -	1:00	2	\$440.00	P-3	0.00	NM	2	\$880.00
ACTION NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	M - TF - -		2		\$440.00		0.00					
E 12	WTEV	10/28/12	10/28/12	Su Action News @ 11p Su Action News @ 11p	CM	11:00 PM-11:35 PM	- - - - - S	1:00	1	\$440.00	P-3	0.00	NM	1	\$440.00
ACTION NEWS @ 11/SPORTS360															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- - - - - S		1		\$440.00		0.00					
													Totals	19	\$6,670.00